

Minutes of the CGLMC Ltd Pro Shop Sub-Committee Meeting held in the CGLMC Office at 20 Links Parade on Monday 23rd February 2015.

Present: I Frier (Convenor), P Sawers, W Thompson, G Paton, J McLeish

In Attendance: C Sinclair (Head Professional)

Meeting began at 1855 hours.

At the start of the meeting the following additional items were circulated:

1. G Murray submitted a paper outlining the background to the agreement with D McNicoll.
2. W Thompson submitted a paper outlining the breakdown of the current financial position with regards to Adidas/Ashworth/Taylor Made.

1. Apologies

G Murray, L Gordon, C Yule, R Gillespie

2. Head Professional's Monthly Report

I Frier commented that the Pro Shop should be pleased with their Christmas sales. C Sinclair said that they were very pleased with the VIP sales over Christmas and that January and February were the shop's quiet months.

P Sawers asked if F Mann was going to issue a Junior report for future meetings. C Sinclair said that F Mann would compose the report but that he would bring this to the meetings.

P Sawers asked if any help was needed with the launch of the Junior event. W Thompson said that they were keen to do an evening launch with Juniors and their parents. He would discuss this with F Mann to arrange a date as soon as possible.

3. Professional Exchange Arrangements

C Sinclair described the arrangements. He wanted to nominate Tom Minshull to go over to The Country Club in Boston for 10 days at the end of June to do

Pro Shop operations there. It would be a new experience for him as it is a Private Members Club. We in turn would receive one of their staff for the Open Championship week which would be a busy time for us. Accommodation would be organised for them, so the only cost would be the flight.

It was agreed by the Pro Shop sub-committee to recommend this to the full committee for approval.

4. Tee Head Photograph

I Frier said that various options had been discussed and he wanted to hear any further views on this. He stated that his thought was to carry out some market research over a period of a month. This would be carried out at the check in point with the visitors and gauge the response.

W Thompson said that he had spoken to two tour operators who said it would be a good thing to offer but should be included in the price of the green fee. He said it would differentiate us from others and could also make us circa £10,000 profit.

J McLeish said he was not against the idea but including it in the price of the green fee would be favourable.

I Frier asked how much it would cost. W Thompson said £1.10 per photograph. There would be an outlay for two cameras, SD cards and printers. P Sawers questioned about the staff costs and time. C Sinclair said that the locker room attendants would have time to print these.

P Sawers said that with the advancement of technology people use their mobile phones to take photographs and send them all over the world.

Following a discussion it was agreed that it was a personal decision to want to have your photograph taken and purchase it.

I Frier said that it was a reasonable idea but maybe not the right time to implement it and something that maybe done next year.

It was agreed to carry out a customer survey early in the season over the period of one month.

5. Pro-Shop Hardware

I Frier referred to the report that he had put together showing the possible arguments for and against selling hardware.

W Thompson stated that taking D McNicoll out of the equation at the moment he wanted to concentrate on the partnership that we have with Taylor Made. He referred to our current agreement which is due to complete in 2016 and that it would be a possible risk to a new agreement with them. He said that they currently provide us with Adidas and Ashworth clothing, staff clothing, rental clubs at zero cost and the Custom Fitting equipment. It would be a disadvantage not to take it to it's full cycle. It would also give us a window of opportunity when it comes to negotiating a new contract.

27.

P Sawers stated that she was looking at this from a business angle and that it would not be a financial benefit to us and we should concentrate on the retail sales to visitors as that is where the money is made and not on the minority that take up the Custom Fit. P Sawers said that the decision was taken last year to carry out Custom Fit and let them go elsewhere to purchase clubs. P Sawers said she felt that we have an excellent relationship with Taylor Made and this would not harm it in any way.

J McLeish asked if the ordering of clubs would be for the Custom Fit clients only and that there would be no stock held in the shop. W Thompson agreed that this would be the case.

G Paton stated that there had been written complaints from 3 members regarding not being able to order the clubs through ourselves. He said that this is a service issue for our members and not down to making money.

J McLeish said that if 3 members have complained then they may have passed on negative feedback to others. He also stated that making a small amount of profit was better than nothing and that sending customers to order elsewhere when they are asking us to order the clubs is not a good service.

Following a lengthy discussion and questions from sub-committee members it was agreed by a majority to put this forward as a recommendation to the full committee.

6. Any Other Competent Business

There was no further business.

The meeting closed at 2000 hours.

